

ABSTRAK

Maharani Dewi Kusumaningrum. 2025. Pengaruh *Perceived Creativity*, Media Sosial, *Perceived Behavior Control* Terhadap Minat Berwirausaha Studi Kasus Pada Generasi Z Kota Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Karuniawati Hasanah, S. E., M. M. Pembimbing (II) Robby Sandhi Dessyarti, S.E., M. M.

Minat berwirausaha merupakan keadaan kognitif dalam diri seseorang dalam mengambil keputusan untuk memulai usaha. Tujuan penelitian ini adalah untuk membuktikan Pengaruh *Perceived Creativity*, Media Sosial, *Perceived Behavior Control* Terhadap Minat Berwirausaha Studi Kasus Pada Generasi Z Kota Madiun. Teknik pengambilan sampel menggunakan *purposive* sampling dimana penentuan sampel berdasarkan pertimbangan tertentu. Sampel yang digunakan berjumlah 385 responden yang merupakan generasi Z pada Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif. Pengumpulan data menggunakan kuisioner dan analisis data dilakukan menggunakan SPSS 25. Hasil dalam penelitian ini adalah *Perceived Creativity* berpengaruh positif signifikan terhadap Minat Berwirausaha, Media Sosial berpengaruh positif signifikan terhadap Minat Berwirausaha, *Perceived Behavior Control* berpengaruh positif signifikan terhadap Minat Berwirausaha.

Kata kunci: *Perceived Creativity*, Media Sosial, *Perceived Behavior Control*, Minat Berwirausaha

ABSTRACT

Maharani Dewi Kusumaningrum. 2025. *The Influence of Perceived Creativity, Social Media, and Perceived Behavioral Control on Entrepreneurial Interest: A Case Study of Generation Z in Madiun City*. Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Advisor (I) Dr. Karuniawati Hasanah, S.E., M.M. Advisor (II) Robby Sandhi Dessyarti, S.E., M.M.

Entrepreneurial interest is a cognitive state within an individual when making a decision to start a business. This aims of study is to demonstrate the Influence of Perceived Creativity, Social Media, Perceived Behavioral Control Toward Entrepreneurial Interest: A Case Study of Z Generation in Madiun City. The sampling technique used was purposive sampling, where the sample was determined based on specific considerations. The sample use was 385 respondents from Z Generation in Madiun City. This study employed a quantitative approach. Data collected used questionnaire, and data analysis was conducted using SPSS 25. The results of the study indicate that Perceived creativity has a significant positive effect toward Entrepreneurial Interest, Social Media has a significant positive effect toward Entrepreneurial Interest, and Perceived Behavioral Control has a significant positive effect toward Entrepreneurial Interest.

Keywords: *Perceived Creativity, Social Media, Perceived Behavioral Control, Entrepreneurial Interest*